

**CITY OF SUNNYVALE**  
**City Council Study Session - Minutes**  
**Program to Promote Sunnyvale - Progress Report**  
**August 22, 2006 5:30 p.m.**  
**West Conference Room**  
**456 West Olive Avenue**

1. Call to order

Mayor Swegles call the meeting to order at 5:30 PM. Mayor Swegles, Vice Mayor Lee, Councilmembers Howe, Chu, Spitaleri, and Moylan were present.

2. Introduction

Amy Chan, City Manager, introduced the consultants and provided an overview of the work of the committee and staff to develop a program to promote awareness about Sunnyvale to residents, businesses and visitors.

3. Scope of Work

Karen Davis, Economic Development Manager, provided a description of the scope of work, which is to develop an identity (or brand) to increase the awareness of Sunnyvale as a destination for shopping, dining, hotels, recreation, and as a place to locate companies. The work from this project compliments the work of the study issue on "Transitioning from Growth to a Steady State" and information from both of these projects will be shared to create the final product.

4. Progress Report

Kendall Flint, project manager for Pacific Municipal Consultants provided an overview the consultant's work to date and described research conducted to date, steps for campaign development, comments received in focus groups (businesses, residents, neighborhood groups, etc.), process for brand development and development of an 18-month plan.

5. Council questions and discussion

Council provided comments on questions asked by the consultant.

- (1) What is unique/special/key to Sunnyvale?
- (2) What assets are most valuable?
- (3) Where do you see Sunnyvale's future growth economically?
- (4) If money were no object, what would be your priorities?

6. Public comments

Harriet Rowe offered comments on the questions posed by the consultant.

7. Next Steps

The City Manager concluded the presentation stating that the consultant would continue to get broad-based input from all sectors of the community. The community visioning workshop in October will enable the consultant to get a validity check on their research and recommendations. The final recommendation will come back to the City Council after the October 28 visioning workshop.

8. The Mayor adjourned the study session at 6:30 PM.